

A Study On Consumer Brand Preference With Special Reference To Nandhi Dhall Mills, Salem

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ABSTRACT:

Consumer brand preference is an essential step to understand shopper choice manners, and has therefore always received great attention from dall marketers. Preferences of the brand reveal the type of attributes a brand possesses, to strengthen its position and increase its market share. Moreover, it forms a critical input in developing a Nandhi dall successful brand approach, and gives insight intended for product progress. However, the shift to experiential marketing broadens the role of the brand from a bundle of attributes to experiences. Experiential marketing also considers both, the rational and irrational assumptions of consumer conduct. The technological advancement helped increasing the similarities between the brands attributes and product commodification. Consequently, consumers cannot contour their preferences among brands using rational attributes only. They seek the brand that creates experience; conspiracy them in a senatorial, emotional, and creative way. The company competitiveness in such market has, therefore become increasingly difficult. Their survival requires building their competitive advantage by delivering memorable experiences, which would influence consumers' brand preferences, and consequently stimulate consumers' purchase decisions.

I. INTRODUCTION:

Brand Preference is the extent to which a brand is recognized by potential customers, and is correctly allied with a particular product. Expressed usually as a percentage of target market, Brand Preference is the primary goal of publicity in the early months or years of a product's introduction.

Brand Preference is the extent to which the consumer associates the brand with the product he desires to buy. It is the brand recall and the brand recognition of the company to the consumers. Trade name recollect is the ability of the consumer to recollect the brand with reference to the product whereas brand recognition is the potential of the consumer to retrieve

the past knowledge of the brand when investigated about the brand or shown an image of the brand logo. Brand Preference is an essential part of brand development which helps the brand to stand out from the others in this monopolistic competitive market.

A brand name that is well known to the great majority of households is also called a household name. Brand Preference is an important way of promoting commodity-related products. This is because for these products, there are very few factors that differentiate one product from its competitors. Therefore, the product that maintains the highest Brand Preference compared to its competitors will usually get the most sales.

For example, in the soft drink industry, very little separates a generic soda from a brand-name soda, ignore taste. However, consumers are very aware of the brands Pepsi and Coca Cola, ignore their images and names. This higher rate of Brand Preference equates to higher sales ignore serves as an economic moat that prevents competitors from purchase more market share.

A brand is much more than a name, logo, colors, a tagline, or symbol. These are marketing tools tactics. A brand is essentially a marketer's promise to deliver a specific set of feature, benefits and services consistently to the buyers. The marketer must establish a mission for the brand and a vision of what the brand must be and do. Brand nodding occurs when customers experience the concern as delivering on its benefit promise. The fact is that brands are not built by advertising but by the brand experience. Brands vary in the amount of power and value they have in the square. We define brand equity as the positive discrepancy effect that knowing the brand name has on customer response to the product or service. Brand equity results in customers showing a partiality for one product over another when they are basically identical. The extent to which customers are willing to pay more for the particular brand is measure of brand equity.

A brand needs to be carefully managed so that its equity does not depreciate. This requires preserving or improving Brand Preference, perceived quality and functionality, and positive associations. These tasks require continuous R and D investment, skilful advertising, and excellent trade and consumer service. Each firm wants to identify its products and distinguish them from their competitors in the market. A firm does and confirms it by means of branding. Branding means, naming a product for its identification and discrepancy. A product will gain its image and consumer loyalty through its brand.

Importance of Brand Preference

"Cognizance, attitudes, and usage (AAU) metrics relate closely to what has been called the Hierarchy of Effects, an assumption that customer evolution through sequential stages from lack of awareness, through initial purchase of a product, to brand loyalty." In total, these AAU metrics allow companies to track trends in customer knowledge and approaches.

Brand Preference plays a major role in a consumer's buying decision process. The knowledge of an associate or friend having used the product in the past or a high appreciation of the product through constant advertisements and overtones coaxes the person to make his decision in the goodwill of the brand.

Channels of Brand Preference

There are many ways to generate trademark Preference in the consumers. Listed below are some such channels:

Advertising is the activity or profession of producing information for promoting the sale of commercial products or services. Promotion is used through various media to generate Brand Preference within consumers. They can be aired as radio ads, television infomercials, internet etc.

Guerrilla Marketing tactics allow every small firm to compete with bigger firms by carving out narrow but profitable niches. These tactics include (1) extreme specialism, (2) targeting every effort at favourably swaying the customers, (3) providing service that goes beyond the customers' expectations, (4) fast reply time, (5) quick improvement of jobs, and (6) working hours that match the customer's requirements. The term 'Guerrilla Marketing' is a registered trademark of author Jay Levinson who popularized it through his several 'Guerrilla' books.

It is an out of the conventional way of marketing a product. Low-cost channels can be utilized

to generate a high level of interest in the product and create Brand Preference. Exploitation of personal contacts is the most popular way of guerrilla marketing. Product Placement is an advertising technique used by companies to subtly promote their products through a non-traditional advertising performance, usually through appearances in film, television, or other media.

A formal agreement between the product manufacturer and a media company can be generated through which the media company also receives an fiscal benefit, usually in the form of a fee. The broadcasting company in return will showcase the product through any of the various means they have available to make the brand stand out. Some people, however, consider product placement to be illusory and unethical.

For example, Coca-Cola could pay a given fee to have the title character drinking a Coke, instead of a Pepsi pick-me-up, or Toyota might pay to have one of the characters drive their newest coupé. Through product placement, companies hope that moviegoers will take note of the products used by the characters, and therefore think more strongly about using the products themselves. Social Media is the most contemporary and cost effective way of creating a Brand Preference with an available audience. Many companies use social media like Facebook, YouTube, blogs etc.

Challenges in Brand Preference

Preserving Brand Preference is a very important aspect in marketing a company. It is imperative and very helpful to analyse the response your spectators has towards the change in packaging, advertising, products and messages sent across through various means. Working towards creating an image in the minds of the buyers is not the last thing a company should aim to do. Inviting consumer feedback and maintaining a constant presence in the market is equally essential. Availability of the product to the consumer is one such way of doing this. The consumer should not have to come looking for you when he is in need of making a second purchase of the product, franchises and outlets at convenient places should make the consumer think of the brand as the most suitable and best solution to his need fulfilment.

While Product Preference scores tend to be quite stable at aggregate level, individual consumers show considerable propensity to change their responses to recall based Brand Preference measures. For top of mind recall measures, consumers give the same answer in two consultations typically only 50% the time. Similar low levels of consistency in response have been recorded for other cues to elicit brand name responses.

Consumer preferences

A consumer preference enlightens how a consumer ranks a collection of goods or services or prefers one congregation over another. This definition assumes that consumers rank goods or amenities by the amount of satisfaction, or utility, have enough money. Consumer preference theory does not take the consumer's income, good or service's price, or the consumer's capacity to acquisitions the product or service.

The fundamental underpinning of demand, therefore, is a model of how consumers behave. The individual consumer has a set of preferences and values whose fortitude is outside the monarchy of economics. They are no doubt dependent upon culture, education, and individual tastes, among a plethora of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to the consumer who purchases and consumes the good. If an individual purchases a particular good, then the opportunity cost of that purchase is the forgone goods the shopper could have bought instead.

Consumer preference for a product can make or break a company. If regulars generally like a product, it can stay around for years and sell millions of copies. However, if consumers do not like the product, it could evaporate very quickly if the syndicate cannot CHART out how to fix the problem.

Sometimes, consumer preferences may lead to negative results. Shampoo companies found that their customers companion suds with cleanliness, leading them to add sassing agents to their products even though the amount of suds has nothing to do with how well the shampoos clean hair. The first company to add more lathers to their formula was able to use it as a publicising and promotional advantage. Other companies followed suit, leading to a sudsiness competition.

Tactlessly, the more sudsy the lather, the worse the shampoo will clean. This is true for two reasons. According to the Fox Avenue Salon website, "First, the extremely sudsy shampoo takes much longer to rinse out of your hair, resulting in excessive use of water. Secondly, with so many suds the hair doesn't seem to get as clean." So, instead of constructors educating customers on how shampoo works, they add chemicals to adjust their merchandises to the consumer preference.

II. OBJECTIVES

- To identify the brand preference of the well-known product.
- To study the factors influencing buying decision of Nandhi dhal products.
- To study about the factors that affects the satisfaction and brand preference to the customers.
- To study the suggestion and recommends to buy the brand.

III. REVIEW OF LITERATURE:

SoobinSeo (2013) Dhal Food crises, such as Dhal food borne illnesses, are a major threat to the restaurant industry. However, consumer responses to a food crisis are expected to differ depending on the brand equity and branding strategy of the restaurant involved. In order to test the roles of brand equity and branding strategy in a Dhal food crisis situation, this study used a scenario-based experimental survey with a 2 (brand equity: Low/High) × 2 (branding strategy: Corporate branding/House-of-brands) × 2 (presence of crisis: No/Yes) design. The results of the study supported the “amplifying” perspective by providing evidence of the negative role of brand equity during a crisis.

Hyun JeongKimed al (2013) Healthy eating is becoming increasingly important in consumers' minds. However, the impact of food healthiness on the restaurant business has been understudied. This study examines the interrelationships among perceived restaurant Dhal healthiness, value, brand preference, and re-patronage intentions in mid-to-upscale restaurants in South Korea. Structural equation modeling analysis reveals that the proposed model is supportive of the sequential, mediated (indirect) relationship (healthiness → value → satisfaction → revisit intentions) among the four variables with the exception of the direct path from healthiness to diner satisfaction (healthiness → satisfaction). In other words, perceived food healthiness increases value and satisfaction; and the feeling of satisfaction functions as a predictor of revisit intentions.

ManojDoraed al (2013) Literature indicates a need for a user-friendly food quality management system (FQMS) customized to the requirements of food small and medium-sized enterprises (SMEs) for improving product and process quality and enhancing customer satisfaction. Application of quality management system within discreet and process industries is evident. However, there are limited studies that focused on the implementation of a quality

management system (QMS) among SMEs operating in the food sector. This study explains the results of a feasibility study on FQMS among European Food SMEs. The objective of this study is to diagnose the status of the FQMS, and to find out what motivates and hinders the successful implementation of FQMS in SMEs.

Z. NurulSyahirah (2014) This study conceptualized the customer retention of three star hotels in Malaysia by measuring the hotel's room service quality and customer's consumption emotions, moderated by customer's satisfaction. This will facilitate authors the reasons and importance of room service and their sense for customer choice to procure same service for their next stay especially in middle class hotels. The target for purposive sampling is three star hotel s' customer around Malaysia segregated by all 14 states. Findings on the critical factors for customer retention will provide benchmarking for Malaysian hoteliers in strategizing their room service quality.

A. George Assaf (2012) brand preference, though an important output, is often ignored in hotel efficiency studies. Our study provides empirical evidence that excluding brand preference may lead to significant difference in the mean and ranking of hotel efficiency scores. We derive our hotel efficiency scores using the distance stochastic frontier method based on a balanced sample of leading hotel chains in the US. We present and compare the efficiency results from two models, one that includes customer satisfaction and one that excludes brand preference.

III. RESEARCH METHODOLOGY

RESEARCH

Investigation is "the process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; display marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyses the results, and converses the findings and their repercussions.

TYPES OF RESEARCH

The research was of descriptive design; aim to procure a clear, complete and accurate description of the situation.

DESCRIPTIVE RESEARCH DESIGN

Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about the characteristics occurred.

RESEARCH DESIGN

A research design is indispensable for a research project. It is a series to keep on going in the right direction. It is a logical and systematic plan prepared for directing a research study. It specifies the objective, methodology and technique to be adopted for achieving the objective.

Without a plan work become unfocused and aimless, the study will be difficult, time consuming to make passablediscernment in the complex interaction of factors.

SAMPLING METHOD

Random sampling method is used .

SAMPLING PLAN

Sampling is a procedure to draw conclusion about larger population by studying a small of the universe.

Sampling Units

In this study the researcher has addressed questionnaire to the Sample Respondents.

Sample Size

In this study the sample was 200.

DATA COLLECTION

The data has been collected through primary sources.

PRIMARY DATA:

It refers to data collected fresh and recorded for the first time. They are collected through questionnaire and direct interview. It thus happen original in nature, in this study data was collected through structured questionnaire.

SECONDARY DATA

Secondary data are those that have already been collected by others. These are usually available in journals, periodicals, dailies, research publication official records etc., they may either be available in

published form or in an unpublished form. When it is not possible to collect the data by primary method, the investigator may make use of this method.

Sampling Techniques

Sampling technique were only which were used to select the respondents to get the result for the form was adopted because of the huge number of people.

STATISTICAL TOOLS

- ✓ Chi- square test
- ✓ Correlation

CHI SQUARE:

Chi-square test is a non-parameter test and is used most frequently by marketing researchers to test the

rightness of hypothesis. Hypothesis is a tentative and declarative statement formulated to be tested describing a relationship between two attributes. The researchers should state the null hypothesis (the hypothesis to be tested) in such a way that its rejection leads to the acceptance of the alternative hypothesis.

Chi-square analysis used for analysis of job related factors which are already surveyed.

**DATA ANALYSIS AND INTERPRETATION:
NULL HYPOTHESIS**

H₀: There no significant relationship between Educational qualification and Aware of Nandi dal mills.

H₁: There is a significant relationship between Educational qualification and Aware of Nandi dal mills

ALTERNATIVE HYPOTHESIS

TABLE-1:

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Educational qualification * Aware of Nandi dal mills	200	100.0%	0	.0%	200	100.0%

Educational qualification * Aware of Nandi dal mills Cross tabulation				
Count		Aware of Nandi dal mills		Total
		Yes	No	
		Educational qualification	SSLC	
	Higher secondary	73	0	73
	UG	21	15	36
	PG	0	30	30
Total		155	45	200

Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	1.498E2 ^a	3	.000	
Likelihood Ratio	164.364	3	.000	
N of Valid Cases	200			

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.75.

RESULT

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there are no significant relationship Educational qualification and Aware of Nandi dal mills.

TABLE-2:

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Know about the Nandhi product * Satisfied product quality	200	100.0%	0	.0%	200	100.0%

NULL HYPOTHESIS

H₀: There no significant relationship between Know about the Nandhi product and Satisfied product quality.

ALTERNATIVE HYPOTHESIS

H₁: There is a significant relationship between Know about the Nandhi product and satisfied product quality.

Know about the Nandhi product * Satisfied product quality Cross tabulation						
Count						
		Satisfied product quality				Total
		Highly satisfied	Satisfied	Neither satisfied	Dissatisfied	
Know about the Nandhi product	News paper	31	0	0	0	31
	Television	29	45	0	0	74
	Radio	0	22	0	0	22
	Friends	0	1	58	14	73
Total		60	68	58	14	200

Chi-Square Tests				
	Value	diff	Asymp. (2-sided)	Sig.
Pearson Chi-Square	2.837E2 ^a	9	.000	
Likelihood Ratio	328.647	9	.000	
N of Valid Cases	200			

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 1.54.

RESULT

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant relationship Know about the Nandhi product and satisfied product quality.

CORRELATION:

The degree of relationship between the variables under consideration is measured through the correlation analysis.

“Correlation analysis deals with the association between two or more variables”.

This correlation is a statistical device which helps us in analysing two correlations of two or more variables.

DATA ANALYSIS AND INTERPRETATION:

FORMULA:

$$R = \frac{\sum XY}{\sqrt{\sum X^2 \sum Y^2}}$$

The table shows that the relationship between Monthly income and Year of using this brand.

TABLE-1:

Correlations			
		Monthly income	Year of using this brand
Monthly income	Pearson Correlation	1	.942**
	Sig. (2-tailed)		.000
	N	200	200
Year of using this brand	Pearson Correlation	.942**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlation				
			Monthly income	Year of using this brand
Kendall's tab	Monthly income	Correlation Coefficient	1.000	.904**
		Sig. (2-tailed)	.	.000
		N	200	200
	Year of using this brand	Correlation Coefficient	.904**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
Spearman's rho	Monthly income	Correlation Coefficient	1.000	.938**
		Sig. (2-tailed)	.	.000
		N	200	200
	Year of using this brand	Correlation Coefficient	.938**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

RESULT

This correlation is positive. since the relationship between Monthly income and Year of using this brand.

TABLE-2:

The table shows that the relationship between Family size of the respondents and Do you buy dhal product.

Correlation			
		Family size of the respondents	Do you buy dhal product
Family size of the respondents	Pearson Correlation	1	.897**
	Sig. (2-tailed)		.000
	N	200	200
Do you buy dhal product	Pearson Correlation	.897**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlation				
			Family size of the respondents	Do you buy dhal product
Kendall's tub	Family size of the respondents	Correlation Coefficient	1.000	.869**
		Sig. (2-tailed)	.	.000
		N	200	200
	Do you buy dhal product	Correlation Coefficient	.869**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
Spearman's rho	Family size of the respondents	Correlation Coefficient	1.000	.914**
		Sig. (2-tailed)	.	.000
		N	200	200
	Do you buy dhal product	Correlation Coefficient	.914**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

CHI-SQUARE:

RESULT

This correlation is positive. Since the relationship between Family size of the respondents and Do you buy dhal product.

1. Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant relationship between aware Do you buy dhal product and Factors influencing to prefer.
2. Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there are no significant relationship Educational

FINDINGS:

- qualification and Aware of Nandi dal mills.
3. Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant relationship Know about the Nandhi product and satisfied product quality.

CORRELATION:

1. This correlation is positive. since the relationship between Family size of the respondents and Year of using this brand.
2. This correlation is positive. since the relationship between Monthly income and Year of using this brand.
3. This correlation is positive. since the relationship between Family size of the respondents and Do you buy dhal product.

SUGGESTIONS

- The company may produce supplement the quality of products further.
- The company may provide further price concession, trade markdown and currencies discount to persuade the bulk buyers of customers.
- The pricing policy of the company may be reviewed by the company to favour the customers.
- The company must provide rational credit period to the customers.

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- The company may adopt several product lines newly. This will helpful to the customers to increase revenue further.
- A special care should be taken to replace smashed product to reduce dissatisfaction among the customers.
- The company should distillate more on advertising.
- Dealers meeting should be systematized on regular basis to have interactions about the policies of the organization and to reflect their propositions.

CONCLUSION

The brand of Nandhi dhal is one of the fast moving brands in Salem. The company is holding a good market share which is the result of efforts made by the company administration and merchants. From the market survey we can conclude that the company is having a good customers network and it is sustaining good relations with them i.e., the service rate of the company is good. With the ideal promotional approaches and increasing the satisfactory level of the customers the company can spark and become a market leader in future. Providing high satisfaction leads to high loyalty, many companies today are aiming at total brand preference in order to reach the products magnificently towards the consumers. For such companies, customer’s satisfaction is both a goal and marketing tool.

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